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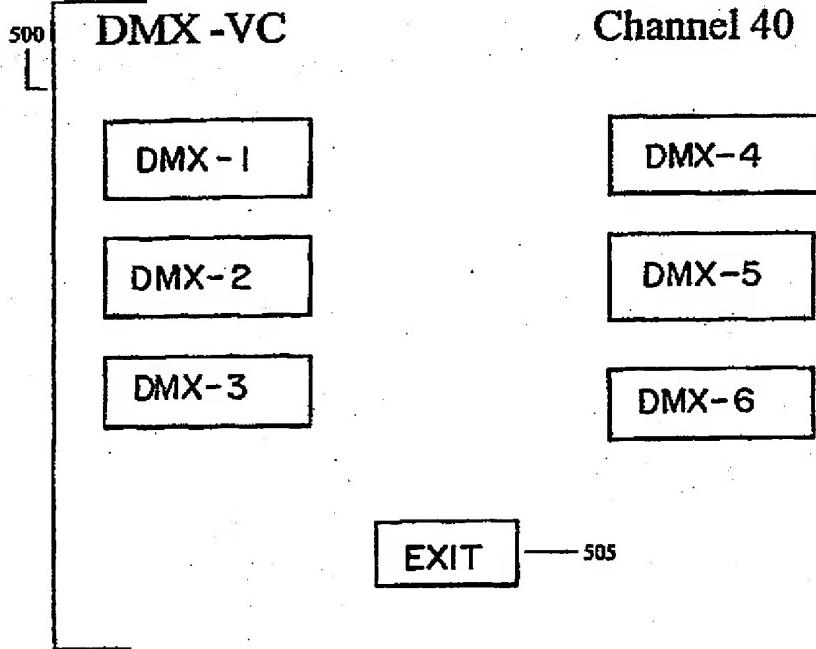
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(54) Title: ELECTRONIC TELEVISION PROGRAM GUIDE SCHEDULE SYSTEM AND METHOD INCLUDING VIRTUAL CHANNELS

(57) Abstract

An electronic program schedule system having virtual channels which includes a receiver for receiving broadcast, satellite or cablecast television programs for a plurality of television channels and a tuner for tuning a television receiver to a selected one of the plurality of channels. A data processor receives and stores in a memory television program schedule information for a plurality of television programs to appear on the plurality of television channels. A user control apparatus, such as a remote controller, is utilized by a viewer to choose user control commands and transmit signals in response to the data processor which receives the signals in response to user control commands. A television receiver is used to display the television programs and virtual channel programming. A video display generator receives video control commands from the data processor and generates and displays a plurality of virtual channels, each virtual channel being accessible as a channel and associated with a service delivered on a subset of the channels.



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